

## **Regional TDM Marketing Group**

**April 4, 2006 Meeting Notes**

**Metropolitan Washington Council of Governments  
10:00 a.m. – Meeting Room 3**

### **1. Introductions**

### **2. Minutes of February 7, 2006 Meeting**

The minutes were approved as written.

### **3. Howard County Commuter Solutions**

The presenter was unavailable and this agenda item will be rescheduled if possible.

### **4. Clean Commute Day**

Terry Hargrove from the American Lung Association (ALA) of Virginia discussed Outreach for Virginia's Clean Commute Day. The American Lung Association of Virginia is a nonprofit corporation dedicated to the prevention of lung disease and the promotion of lung health. Millions of Virginians live in areas where the air they breathe contains unhealthy amounts of pollution. Much of this pollution comes from cars, which is what spawned Clean Commute Day.

This event is a statewide event and aims to create awareness of the importance of clean air and how changing the way Virginians commute is part of the solution. The event will promote the message of "Give the Air a Brake" by asking Virginians to give up driving to work for at least one day. On May 5<sup>th</sup>, Virginians who would otherwise commute alone are encouraged to walk, bike, use transit, or rideshare to get to work. Employers are being encouraged to host a Clean Commute Day event at their workplace.

To help promote the event ALA developed a web site, posters for employers, bus signage and radio spots. "I participated in Clean Commute Day" stickers will be given to participants to recognize their efforts. Additionally, those who sign up at [www.cleancommuteva.org](http://www.cleancommuteva.org) will be automatically entered for a chance to win prizes including a grand prize getaway at a bed & breakfast in the Blue Ridge Mountains.

## 5. Commuter Connections Marketing

Donna Maguire from NDW Communications discussed recent and upcoming Commuter Connections marketing activities for the second half of FY06. A draft of the FY06 2<sup>nd</sup> Half Marketing Campaign report was also issued.

The Commuter Connections marketing plan includes continued high reach & frequency through 60-second radio spots. Total media spending on radio for the second half of the fiscal year will be \$410,000. This encompasses five - two to three week flights beginning Feb 6<sup>th</sup> and running each month through June. Radio stations include both core Washington stations and those in the outer markets of Virginia and Maryland. 25% of the rotation in May, approximately 75 spots, will be in support of the Bike to Work Day event, which will be held on Friday May 19, 2006.

Ms. Maguire highlighted a few Value-Added opportunities including a morning drive promotion scheduled for the week of April 3rd on Adult Contemporary station WASH-FM. Each day callers have a chance to win a "Commuter Care Package" courtesy of Commuter Connections. The package will contain items such as oil changes, car wash certificates, CDs, gas cards, etc. Another promotion sponsored by Commuter Connections was with classical station, WGMS-FM which coincided with the Winter Olympics. Listeners went to the station web site and drafted their own "Olympic Team" from a list of composers. Each day pre-selected "Medal Winners" were announced from mock events and were awarded with prizes.

The first wave of direct mailers promoting Commuter Connections ridematching services were sent out in the later part of February and the second wave will be sent out in early April. The overall ridematch message aims to increase awareness that finding a potential rideshare partner is "free, quick and easy" through Commuter Connections and that "it just takes two to benefit from carpooling/vanpooling" (in terms of the cost savings). The campaign also supports a dual message via the assurance of GRH.

Ms. Maguire discussed the target PRIZM segments who are inclusive of the mailer, noting that 85% indexed at 190 or above, meaning those households are at least 90% more likely to use a ridematching service than the "average household". The coverage area for the direct mail campaign includes neighborhoods in Alexandria, Arlington, Calvert, Charles, Fairfax, Frederick, Loudoun, Montgomery, Prince George's, Prince William and Stafford Counties, plus the District of Columbia. Maryland households within close proximity of HOV lanes are receiving a mailer which incorporates an HOV message. Mr. Franklin pointed out that in addition to soliciting for formal rideshare and GRH application, the mailer also promoted the Commuter Connections Bulletin Board as a means

where commuters can locate rideshare partners. He noted that during the campaign, activity on the most popular Bulletin Board forums increased by 50%.

Billboards were launched in March in Frederick, Prince William and Prince George's Counties. The billboards coincide with the direct mail campaign and have a similar look and feel as the mailers. Billboards appear on arteries leading to main commuter corridors.

A preview was given of marketing and collateral materials developed in support of the upcoming Bike to Work Day event to be held on May 19<sup>th</sup>. Visuals included collateral, bus signage, banners and t-shirts. A radio spot was also listened to by the group.

Lastly, Ms. Maguire discussed recent qualitative research conducted with employers via telephone surveys. This research was conducted to gain insight about challenges employers face and how they feel Commuter Connections may become a greater resource. The data will then be used to help develop a direct mail piece to market Employer Outreach services. Findings indicated that employer partners are looking for more proactive support in regard to assistance in determining the feasibility and impact of implementing a plan; assistance in presenting and gaining management support from headquarters; assistance in quantifying the effectiveness and productivity of teleworking; and talking to employees about available programs. The full report is to be presented at the April Employer Outreach meeting.

## **6. Street Smart Campaign**

Mike Farrell of COG presented the Street Smart Pedestrian and Bicycle Safety Campaign. In the Washington region, over 2,600 pedestrians and bicyclists are injured every year, and 89 are killed. Annual traffic fatalities in the Washington region are 368, of which 22% are pedestrian fatalities and 2% are bicyclist fatalities.

Urban areas have higher pedestrian fatality rates than rural areas. The highest average number of pedestrian and bicyclist fatalities over the past ten years occurred in Prince George's County, followed by the District of Columbia, Montgomery County and Fairfax County. To decrease pedestrian and bicyclist fatalities to lesser numbers requires engineering, enforcement and education. The goal of the Street Smart campaign is to change driver and pedestrian behavior through awareness, in order to reduce pedestrian deaths and injuries.

Economies of scale require a unified regional mass media campaign to get the message out in an efficient manner. The campaign's main targets are male drivers age 18-34. Studies show that motorists are at fault more often than pedestrians and bicyclists. And even when the pedestrian is at fault, motorists often have

some ability to avoid the collision. Male motorists aged 18 to 34 are disproportionately involved in collisions of all types, including collisions with pedestrians. Male drivers account for 83% of fatal pedestrian or bicycle collisions in the State of Maryland. DDOT found that male drivers account for 73% of collisions with pedestrians or bicyclists, with an average driver age of 26.7 years.

Radio allows for cost-effective targeting of this demographic through select stations catering to this particular audience. Pedestrians and bicyclists are more difficult to reach than motorists because they do not typically carry radios.

Pre and post-campaign telephone surveys between April and May 2004 were conducted of randomly selected motorists after the campaign. Since 2002, there has been a notable improvement in reported driver behavior regarding yielding to pedestrians in crosswalks. Among target male drivers, awareness of police efforts to crackdown on drivers who did not yield to pedestrians increased from 10% to 32%. Overall awareness of the campaign messages increased by 8%.

The kick-off press conference for the 2006 Street Smart campaign was held on March 21 in Alexandria. Radio will continue airing through April 19. Mr. Farrell provided meeting attendees with recent brochures and posters from the current campaign.

## **7. GRH FY05 Customer Satisfaction Survey**

Douglas Franklin issued a draft report of the FY05 GRH Customer Satisfaction Survey and walked meeting attendees through the report to underscore the main highlights. Mr. Franklin indicated that 1,050 response cards were returned, an all time high since program inception in FY97. The percentage of returns was 35.9%, which matched the second highest return percentage. Results indicated an overall customer satisfaction rating of 96%. This outstanding mark is a clear indication that the well run GRH program is very popular with Washington area commuters. Customer feedback has been overwhelmingly positive with a 2.5 to 1 margin of compliments over complaints. Interestingly, of the 110 respondents who noted a negative comment, 73 or two-thirds of them still rated the GRH program as being excellent or good overall. A formal draft report will be distributed at the April Commuter Connections Subcommittee meeting.

## **8. Reg TDM Marketing Meeting Consolidation**

Meeting attendees discussed the FY07 Work Program proposal to consolidate the Regional TDM Marketing Group into the Commuter Connections Subcommittee. The proposal called for the Commuter Connections Subcommittee meeting to extend from two to three hours by adding an additional hour of marketing related materials onto its agenda. The idea is to reduce some redundancy between

meetings and expose marketing related topics to Subcommittee members that find it difficult to attend both meetings which are held on two separate days. Regional TDM Marketing Group members expressed concern of attending a longer meeting where the emphasis would not be on marketing. The group compromised with moving the marketing meeting to the same day as the Commuter Connections Subcommittee, but elected to continue with a separate two-hour meeting. The compromise decided upon is to leave the marketing meeting essentially intact and to move the date to coincide with the same day of the Commuter Connections Subcommittee. Subcommittee members wishing to come to the earlier Regional TDM Marketing meeting are welcome to attend. Marketing group members are also welcome to stay afterwards to attend the Commuter Connections Subcommittee meetings.

**9. Calendar of Events /  
Marketing Round Table**

This was an opportunity for meeting participants to share recent advertising, marketing collateral and other information, and to discuss news or upcoming events happening within their organizations.

**10. Other Business / Set Agenda for Tuesday June 6th Meeting**

Marketing Group members were asked to provide any suggestions for topics for the next Regional TDM Marketing meeting to be held on Tuesday June 6, 2006. No suggestions were offered at this time.